This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

Claims 1-18 (canceled)

Claim 19 (currently amended):   An information management device for managing content provision to an information processing device connected to said information management device via a network, comprising:

storage means for storing image data for displaying an image of a character and character feature information indicative of said character;

character selection means for selecting said character from among characters of which image data is stored in said storage means based on user feature information indicative of a user and at least one other person of said information processing device and said character feature information wherein the character selected is the same as the at least one other person;

image data transmission means for transmitting, to said information processing device, said image data of said character selected by said character selection means; and

content transmission means for transmitting content associated with said character selected by said character selection means to said information processing device.

Claim 20 (previously presented):   The information management device according to claim 19, further comprising:

content selection means for selecting said content associated with said character selected by said character selection means on the basis of said user feature information.

Claim 21 (previously presented):   The information management device according to claim 19, further comprising:

evaluation information acquisition means for acquiring evaluation information indicative of an evaluation of said content used on said information processing device;

wherein said character selection means updates said user feature information in accordance with said evaluation information acquired by said evaluation information acquisition

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means, thereby selecting said character on the basis of said updated user feature information and said character feature information.

Claim 22 (previously presented):   The information management device according to claim 19, further comprising:

charging means for charging, to said information processing device, a fee of said content transmitted by said content transmission means.

Claim 23 (previously presented):   The information management device according to claim 19, further comprising:

identification information reception means for receiving, from said information processing device,   identification information held in an object read by said information processing device;

wherein said character selection means selects a character which is represented by an image in accordance with an external shape of said object on the basis of said identification information received by said identification information reception means.

Claim 24 (previously presented):   The information management device according to claim 19, further comprising:

transmission management means for managing the transmission of said content to said information processing device by transmitting information about access to another information processing device to which said content is provided and identification information of said content to said information processing device.

Claim 25 (previously presented):   The information management device according to claim 19, further comprising:

user feature information extraction means for extracting said user feature information based on an input by said user of said information processing device, said input being transmitted from said information processing device.

Claim 26 (previously presented): The information management device according to claim 19, further comprising:

input information acquisition means for acquiring input information of said user including said user feature information indicative of a feature of a user for selecting said character or said content.

Claim 27 (currently amended): An information managing method for an information management device for managing content provision to an information processing device connected to said information management device via a network, comprising:

storing image data for displaying an image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage step based ~~d on~~ on user feature information indicative of a user <u>and at least one other person</u> of said information processing device and said character feature information<u> wherein the character selected is the same as the at least one other person</u>;

transmitting, to said information processing device, said image data of said character selected by said character selection step; and

transmitting content associated with said character selected by said character selection step to said information processing device.

Claim 28 (currently amended): A recording medium recording a computer-readable program for an information management device for managing content provision to an information processing device connected to said information management device via a network, said computer-readable program comprising:

controlling storage of image data for displaying an image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage control step on the basis of user feature information indicative of a user <u>and at least one other person </u>of said information processing device and said character feature information <u>wherein the character selected is the same as the </u>at least one other person;

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controlling transmission of, to said information processing device, said image data of said character selected by said character selection step; and

controlling transmission of content associated with said character selected by said character selection step to said information processing device.

Claim 29 (currently amended):   A computer product embodied in a computer readable medium storing Aa program for making a computer for controlling an information management device for managing content provision to an information processing device connected to said information management device via a network execute the steps of:

controlling storage of image data for displaying an image of a character and character feature information indicative of said character;

selecting said character from among characters of which image data is stored in said storage control step on the basis of user feature information indicative of a user and at least one other person of said information processing device and said character feature information;

controlling transmission of, to said information processing device, said image data of said character selected by said character selection step; and

controlling transmission of content associated with said character selected by said character selection step to said information processing device.

Claim 30 (currently amended):   An information processing device connected, via a network, to an information management device for managing content provision, comprising:

image data reception means for receiving image data of a predetermined character transmitted from said information management device wherein the predetermined character is the same for at least two users of the network;

display means for displaying said predetermined character based on said image data received by said image data reception means;

content acquisition means for acquiring content associated with said predetermined character displayed by said display means; and

output means for outputting said content acquired by said content acquisition means.

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Claim 31 (previously presented):   The information processing device according to claim 30, further comprising:

evaluation information transmission means for accepting input of an evaluation associated with said content outputted by said output means and transmitting evaluation information indicative of said evaluation to said information management device.

Claim 32 (previously presented):   The information processing device according to claim 30, further comprising:

read means for reading identification information from an object in which said identification information is held; and

identification information transmission means for transmitting said identification information read by said read means to said information management device;

wherein said image data reception means receives image data for displaying an image corresponding to an external shape of said object selected by said information management device on the basis of said identification information.

Claim 33 (previously presented):   The information processing device according to claim 30, wherein, based on information about access to another information processing device to which said content is provided and identification information of said content, said information being transmitted from said information management device, said content acquisition means acquires said content from said another information processing device.

Claim 34 (currently amended):   An information processing method for an information processing device connected, via a network, to an information management device for managing content provision, comprising:

receiving image data of a predetermined character transmitted from said information management device wherein the predetermined character is the same for at least two users of the network;

displaying said predetermined character based on said image data received by said image data reception step;

acquiring content associated with said predetermined character displayed by said display step; and

outputting said content acquired by said content acquisition step.

Claim 35 (currently amended): A recording medium recording a computer-readable program for an information processing device connected, via a network, to an information management device for managing content provision, said computer-readable program comprising:

controlling reception of image data of a predetermined character transmitted from said information management device wherein the predetermined character is the same for at least two users of the network;

controlling display of said predetermined character on the basis of said image data received by said image data reception control step;

controlling acquisition of content associated with said predetermined character displayed by said display control step; and

controlling output of said content acquired by said content acquisition control step.

Claim 36 (currently amended): A computer product embodied in a computer readable medium storing Aa program for making a computer for controlling an information processing device connected, via a network, to an information management device for managing content provision execute the steps of:

controlling reception of image data of a predetermined character transmitted from said information management device wherein the predetermined character is the same for at least two users of the network;

controlling display of said predetermined character on the basis of said image data received by said image data reception control step;

controlling acquisition of content associated with said predetermined character displayed by said display control step; and

controlling output of said content acquired by said content acquisition control step.